What is claimed is:

1. An endless belt comprising an elastomeric main belt body portion and a sheave contact portion and having a load carrier cord embedded in said belt body portion, said cord comprising a plurality of fibers comprising para-aramid and polyvinylpyrrolidone.
2. The endless belt of claim 1 selected from a multi-V-ribbed belt, a V-belt and a toothed belt.
3. The endless belt of claim 1 wherein said para-aramid is poly(p-phenylene terephthalamide).
4. The endless belt of claim 1 wherein said fibers comprise up to about 30% by weight of polyvinylpyrrolidone based on the total weight of said para-aramid.
5. The endless belt of claim 3 wherein said fibers consist essentially of said poly(p-phenylene terephthalamide) and said polyvinylpyrrolidone.
6. The endless belt of claim 3 wherein said polyvinylpyrrolidone is present in said fibers in an amount within the range of from about 3% to about 30% by weight based on the total weight of said poly(p-phenylene terephthalamide).
7. The endless belt of claim 3 wherein said polyvinylpyrrolidone is present in said fibers in an amount within the range of from about 5% to about 25% by weight based on the total weight of said poly(p-phenylene terephthalamide).
8. The endless belt of claim 3 wherein said polyvinylpyrrolidone is present in said fibers in an amount within the range of from about 7% to about 20% by weight based on the total weight of said poly(p-phenylene terephthalamide).
9. The endless belt of claim 3 wherein said elastomeric belt body portion comprises a cured elastomer composition.
10. The endless belt of claim 9 wherein said cured elastomer composition comprises at least one of an elastomer selected from:

a) polyurethane elastomer;
b) polychloroprene elastomer
c) acrylonitrile butadiene elastomer;
d) hydrogenated acrylonitrile butadiene elastomer;
e) styrene-butadiene elastomer;
f) alkylated chlorosulfonated polyethylene;
g) epichlorohydrin;
h) polybutadiene elastomer;
i) natural rubber;
j) ethylene alpha olefin elastomer; and
k) silicone elastomer.

11. The endless belt of claim 10 wherein said elastomer is said ethylene alpha olefin elastomer, and said ethylene alpha olefin elastomer is at least one selected from:
a) Ethylene propylene copolymer;
b) Ethylene propylene diene terpolymer;
c) Ethylene octene copolymer;
d) Ethylene butene copolymer;
e) Ethylene octene terpolymer; and
f) Ethylene butene terpolymer.

12. The endless belt of claim 1 further comprising at least one adhesive composition in contact with at least a portion of said load carrying cord.

13. An endless multi-V-ribbed belt comprising an elastomeric undercord and a sheave contact portion positioned along the inner periphery thereof and a tensile section positioned above the undercord and aligned along the length of the belt, said tensile section comprising at least one load carrying cord, and characterized in that said load carrying cord comprises a plurality of fibers consisting essentially of poly(p-phenylene terephthalamide) and polyvinylpyrrolidone, said polyvinylpyrrolidone being present in said fibers in an amount within

the range of from about 7% to about 20% by weight based on the total weight of poly(p-phenylene terephthalamide).

14. A belt drive comprising the belt of claim 1 trained about at least one driver pulley and one driven pulley.

15. A method for increasing the flexural fatigue resistance and durability of a power transmission belt comprising a belt body portion and a load carrier twisted cord embedded in said belt body portion; comprising the step of selecting for the belt's load carrier cord a yarn comprising a fiber of para-aramid and polyvinylpyrrolidone.

16. The method of claim 15 wherein said para-aramid is poly(p-phenylene terephthalamide).